

CLAIM AMENDMENTS

Claim 1 (Currently Amended)

A method of providing multiple discounts to a high volume retail customer for a specific service or a specific product from a supplier of a brand of said specific service or said specific product which does not sell directly to said high volume retail customer, said method comprising

~~said supplier issuing a vehicle for multiple discounts on said service or said product,~~

said supplier determining said high volume retail customers,

said supplier sending ~~said~~ a vehicle for multiple discounts for said brand of said supplier of said specific service or said specific product to said high volume retail customer, said vehicle being electronically coded and each discount being identified by said electronic code,

said high volume retail customer presenting said vehicle to a retail establishment,

said retail establishment electronically reading said vehicle, crediting said high volume retail customer with said discounts, entering said discount into a retailer payment system which pays at least a portion of said discount to said retail establishment, and

said high volume retail customer being able to repurchase said brand of said supplier of said specific service or specific product using remaining discounts on said vehicle.

Claim 2 (Original)

The method of Claim 1 wherein said vehicle is a value card, having ability to retain data relating to said discounts.

Claim 3 (Currently Amended)

The method of Claim 1 wherein said vehicle is a coupon kit, said coupon kit comprising a plurality of discount coupons, all issued by one said supplier and directed to a single brand of said supplier's service or product, and said electronic code is a bar code on said coupons.

Claim 4 (Cancelled)

Claim 5 (Original)

The method of Claim 3 wherein said coupons are valid only for a limited period of time.

Claim 6 (Cancelled)

Claim 7 (Currently Amended)

The method of Claim 6 wherein said coupons contain customer identification whereby said supplier can relate said high volume retail customer to relevant data about said high volume retail customer and said identification is transmitted to said supplier.

Claim 8 (Cancelled)

Claim 9 (Original)

The method of Claim 2 wherein said retail establishment debits said value card in an amount commensurate with said portion.

Claim 10 (Currently Amended)

The method of Claim 2 wherein said value card contains high volume retail customer identification whereby said supplier can relate said high volume retail customer to relevant sale about said high volume retail customer.

Claim 11 (Original)

The method of Claim 10 wherein said data is purchase behavior.

Claim 12 (Original)

The method of Claim 10 wherein said sale data comprises at least one of date, frequency, volume, process paid and identification of said retail establishment.

Claim 13 (Currently Amended)

The method of Claim 10 wherein said supplier sends said value card to a selected said high volume retail consumer based on demographic data.

Claim 14 (Cancelled)

Claim 15 (Original)

The method of Claim 2 wherein there is a plurality of products or services, all originating with said supplier.

Claim 16 (Cancelled)

Claim 17 (Previously Presented)

The method of Claim 2 wherein said value card has no time limitations for its use.

Claims 18-21 (Cancelled)

Claim 22 (Previously Presented)

The method of Claim 3 wherein said coupons are valid at spaced apart time intervals.

Claims 23-25 (Cancelled)

Claim 26 (New)

The method of claim 3 wherein said coupons do not have an expiration date.